

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1-20. (Cancelled)

21. (Currently Amended) A method for managing sales activities, said method comprising the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;

retrieving ~~a portion of~~ maturity items included in said information from said database, said ~~portion~~ maturity items corresponding to ~~at least~~ one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order; and

displaying said ~~portion~~ retrieved maturity items on a predetermined displaying unit;[[,]]

inputting presence or absence of achievement of said display maturity items via an input device; and

updating said database to store information representing that said maturity stage has been achieved, when achievements are input for all maturity items corresponding to said maturity stage

~~wherein in a case where an input is received which represents that a certain maturity stage is achieved in the sales transaction with the specific customer, information corresponding to this input is stored in said database in said storing step.~~

22. (Previously Presented) The method of Claim 21, wherein said plurality of predetermined maturity stages comprises:

nine predetermined maturity stages.

23. (Previously Presented) The method of Claim 21, wherein said plurality of predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.

24. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

status information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer.

25. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales

transaction with a specific customer comprises:

at least one of transaction status information and transaction quality information.

26. (Previously Presented) The method according to Claim 21, further wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

completion status information.

27. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

scheduled stage completion time.

28. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

stage completion delay information.

29. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

recommended changes in action relative to completing a particular stage.

30. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales

transaction with a specific customer comprises:

business target information.

31. (Previously Presented) The method according to Claim 21, wherein said information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer comprises:

sales scenario data relative to a particular customer.

32. (Currently Amended) A sales-activity management system, comprising:
a storing unit configured to store in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;

a retrieving unit configured to retrieve ~~a portion of~~ maturity items included in said information from said storing unit, said ~~portion~~ maturity items corresponding to ~~at least one~~ of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order; and

a displaying unit configured to display said ~~portion~~ retrieved maturity items;[[,]]
an inputting unit configured to input presence or absence of achievement of said displayed maturity items; and

an updating unit configured to update said storing unit to store information representing that said maturity stage has been achieved, when achievements are input for all maturity items corresponding to said maturity stage

~~wherein in a case where an input is received which represents that a certain maturity stage is achieved in the sales transaction with the specific customer, said storing unit stores information corresponding to this input in said database.~~

33. (Previously Presented) The system of Claim 32, wherein said plurality of predetermined maturity stages comprises:

nine predetermined maturity stages.

34. (Previously Presented) The system of Claim 32, wherein said plurality of predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

a contract forming stage.

35. (Currently Amended) A computer readable recording medium storing a program for controlling a computer to execute the steps of:

storing in a database information relative to each of a plurality of predetermined maturity stages of a sales transaction with a specific customer, said maturity stages corresponding to intermediate goals set for achieving the sales transaction;

retrieving ~~a portion of~~ maturity items included in said information from said database, said ~~portion~~ maturity items corresponding to ~~at least~~ one of said plurality of predetermined maturity stages that should be achieved next according to a predetermined order; and

displaying said ~~portion~~ retrieved maturity items on a predetermined displaying
unit;[[,]]

inputting presence or absence of achievement of said displayed maturity items via an
input device; and

updating said database to store information representing that said maturity stage has
been achieved, when achievements are input for all maturity items corresponding to said
maturity stage

~~wherein in a case where an input is received which represents that a certain maturity~~
~~stage is achieved in the sales transaction with the specific customer, information~~
~~corresponding to this input is stored in said database in said storing step.~~

36. (Previously Presented) The method of Claim 35, wherein said plurality of
predetermined maturity stages comprises:

nine predetermined maturity stages.

37. (Previously Presented) The method of Claim 35, wherein said plurality of
predetermined maturity stages comprises:

a customer-connection making stage;

a customer-relations making stage;

a customer research stage;

a customer attraction stage;

a product research stage;

an issue resolution stage;

a formal proposal stage;

a problem resolution stage; and

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a contract forming stage.